

b) a plurality of hook or loop fasteners adhered to one side of said adhesive film strip in such a way that said hook or loop fasteners are free to be fastened to mating loop or hook fasteners.

69. The adhesive film strip composite according to claim 68, wherein the adhesive film strip is covered with a cover film on a side opposite that to which said plurality of hook or loop fasteners are adhered.

70. The adhesive film strip composite according to claim 68, wherein the adhesive film strip comprises a grip tab.

71. The adhesive film strip composite according to claim 70, wherein the grip tab protrudes beyond the hook or loop fasteners.

72. The adhesive film strip composite according to claim 68, wherein the adhesive film strip is elastically or plastically extensible due to the presence of an intermediate support.

73. The adhesive film strip composite according to claim 68, wherein said hook or loop fasteners are fastened to a plurality of mating loop or hook fasteners, which mating loop or hook fasteners are adhered to one side of a second adhesive film strip, which second adhesive film strip is elastically or plastically extensible, exhibits an adhesion less than its cohesion and the adhesion disappears on extension, and which exhibits a ratio of peel force to tear strength of at least 1:2, when bonded to a second substrate, can be released from said second substrate by pulling on the second adhesive film strip in the direction of the plane of the bond formed between said second adhesive film strip and said second substrate.

74. The adhesive film strip composite according to claim 73, wherein the adhesive film

strip is covered with a cover film on a side opposite that to which said plurality of hook or loop fasteners are adhered, and/or the second adhesive film strip is covered with a cover film on a side opposite that to which said plurality of mating loop or hook fasteners are adhered.

75. The adhesive film strip composite according to claim 73, wherein the adhesive film strip comprises a grip tab, and/or the second adhesive film strip comprises a grip tab.

76. The adhesive film strip composite according to claim 75, wherein the grip tab of the adhesive film strip protrudes beyond the hook or loop fasteners, and/or the grip tab of the second adhesive film strip protrudes beyond the mating loop or hook fasteners.

77. The adhesive film strip composite according to claim 73, wherein the adhesive film strip and/or the second adhesive film strip is elastically or plastically extensible due to the presence of an intermediate support.

78. In a method comprising bonding an adhesive film strip to a substrate, and optionally thereafter releasing said adhesive strip from said substrate by pulling on the adhesive film strip in the direction of the plane of the bond formed between said adhesive film strip and said substrate, the improvement which comprises employing as said adhesive film strip the adhesive film strip according to any one of claims 68-71, 72, 73-76, and 77.

79. The method according to claim 78, wherein the substrate is non-planar.

80. The method according to claim 79, wherein the non-planar substrate is convex.

81. The method according to claim 79, wherein the non-planar substrate is irregular.